Claims:

1.   A method of preparing MMS messages comprising:

preparing a multimedia presentation on a computer using an industry-standard multimedia format;

5   exporting a file containing said multimedia presentation in said industry-standard format; and

processing said file to create an MMS message suitable for transmission over a mobile messaging service.

2.   A method as claimed in claim 1, wherein said mobile messaging service is a

10   mobile phone service.

3.   A method as claimed in claim 1, wherein said mobile messaging service is a wireless service offering electronic mail and multimedia browsing.

4.   A method as claimed in claim 1, wherein said multimedia presentation is created using a presentation software package.

15   5.   A method as claimed in claim 4, wherein said presentation software package is Powerpoint.

6.   A method as claimed in claim 1, wherein said multimedia presentation is first converted to an animated image file.

7.   A method as claimed in claim 6, wherein said animated image file is an

20   animated GIF file.

8.   A method as claimed in claim 6, wherein said animated image file is compressed by matching a subsequent sequence of pixels defining an animated image with a previous sequence, and said subsequent sequence is identified with the aid of an offset relative to said previous sequence, and said compressed animated image file

25   is transmitted over said mobile message service for display on a mobile device.

9.   A method as claimed in claim 8, wherein said compressed image file

10.   A method as claimed in claim 9, wherein said subsequent pixel sequence is identified by a compression pointer comprising a pixel count and an offset to the previous pixel sequence.

11.   A method of compressing images, comprising:

5   comparing a subsequent sequence of pixels with previous sequences of pixels to find a match; and

        identifying the subsequent sequence of pixels by an offset relative to said previous sequence of pixels.

12.   A method as claimed in claim 11, wherein said subsequent sequence is in a

10   current frame, and said previous sequences are in a previous frame, and said offset represents the difference between the position of the subsequent sequence in the current frame and the position of the matching sequence in the previous frame.

13.   A method as claimed in claim 12, comprising examining said frames to identify matching pixel sequences with the maximum length.

15   14.   A method as claimed in claim 11, wherein said subsequent sequence is identified by a compression pointer, which includes the offset from the previous frame and a count value representing the number of pixels in the sequence.